

storing in a purchase history database product data for products purchased in association with a unique identifier;

transmitting a prompt for personal information from a main computer to a personal computer over a computer network;

transmitting personal information data from said personal computer to said main computer over said computer network in response to said prompt, said personal information data including an identity code;

generating page data defining a personal web page that is accessible over said computer network, said personal web page based at least in part on said personal information data transmitted from said personal computer to said main computer;

assigning a web page address to said personal web page based upon said personal information data;

storing said page data defining said personal web page in a personal page database;

determining a purchase incentive depending on (1) said product data stored in said purchase history database or (2) said page data stored in said personal page database; and

updating said page data so that said personal web page will display said purchase incentive.

33. The method of claim 32, wherein said step of storing said page data comprises the step of storing said page data in association with said unique identifier.

34. The method of claim 32, wherein said step of storing in said purchase history database said product data comprises the step of storing in said purchase history database said product data for products purchased in association with said unique identifier, whereby said unique identifier uniquely identifies a consumer.

35. The method of claim 32, further comprising transmitting an advisory messages concerning said updated personal page from said main computer to said personal computer over said computer network.

36. The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer.

37. The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product retailer.

38. The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer and offers from a product retailer.

39. The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis of demographic data stored in said personal page database.

40. The method of claim 32, wherein said step of determining purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of purchase incentives by a consumer.

41. The method of claim 32, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of said personal page by a consumer.

42. The method of claim 32, wherein said computer network comprises one of an intranet and the Internet.

43-57. Canceled.

14 58. (Twice Amended) A system for providing purchasing incentives to consumers, comprising:

a main computer having a purchase history database for storing product data for products purchased in association with a unique identifier and a personal page database;

a computer network;

at least one personal computer coupled to said main computer via said computer network;

said main computer configured to transmit a prompt for personal information [from] to said at least one personal computer over said computer network;

said at least one personal computer configured to transmit personal information data from to said main computer over said computer network in response to said prompt;

said main computer configured to generate page data defining a personal web page that is accessible over said computer network, said personal web page based at least in part on said personal information data transmitted from said at least one personal computer to said main computer;

said main computer configured to assign a web page address to said personal web page based upon said personal information data;

said main computer configured to store said page data defining said personal web page in said personal page database;

said main computer configured to determine a purchase incentive depending on (1) said product data stored in said purchase history database or (2) said page data stored in said personal page database; and

72 said main computer configured to update said page data so that said personal web page will display said purchase incentive.

59. The system of claim 58, wherein said main computer is configured to store said page data in association with said unique identifier.

60. The system of claim 58, wherein said unique identifier is configured to uniquely identify a consumer.

17 61. (Amended) The system of claim <sup>14</sup>58, wherein said main computer is configured to transmit an advisory messages concerning said update [updated personal page] to said at least one personal computer over said computer network.

62. The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on offers from a product manufacturer.

63. The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on offers from a product retailer.

64. The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on offers from a product manufacturer and based on offers from a product retailer.

65. The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on demographic data stored in said personal page database.

66. The system of claim 58, wherein said main computer is configured to determine said purchase incentive based on a frequency of usage of purchase incentives by a consumer.

73 23 61. (Amended) The system of claim <sup>14</sup>58, wherein said main computer is configured to determine said purchase incentive based on a frequency of usage of said personal web page.

68. The system of claim 58, wherein said computer network comprises one of an intranet and the Internet.

69-83. Canceled.

2784. (Twice Amended) A computer program product comprising a computer storage medium having a computer program therein for providing purchasing incentives to consumers, said computer program performing the steps of:

storing in a purchase history database product data for products purchased in association with a unique identifier;

transmitting a prompt for personal information from a main computer to a personal computer over a computer network;

transmitting personal information data from said personal computer to said main computer over said computer network in response to said prompt;

generating page data defining a personal web page that is accessible over said computer network, said personal web page based at least in part on said personal information data transmitted from said personal computer to said main computer;

assigning a web page address to said personal web page based upon said personal information data;

storing said page data defining said personal web page in a personal page database;

determining a purchase incentive depending on (1) said product data stored in said purchase history database or (2) said page data stored in said personal page database; and

updating said page data so that said personal web page will display said purchase incentive.

85. The computer program product of claim 84, wherein said step of storing said page data comprises the step of storing said page data in association with said unique identifier.

86. The computer program product of claim 84, wherein said step of storing in said purchase history database said product data comprises the step of storing in said purchase history database said product data for products purchased in association with said unique identifier, whereby said unique identifier uniquely identifies a consumer.

30 87. (Amended) The computer program product of claim 27, further comprising transmitting an advisory [messages] message concerning said updating [updated personal page] from said main computer to said personal computer over said computer network.

88. The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer.

89. The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product retailer.

90. The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive based on offers from a product manufacturer and offers from a product retailer.

91. The computer program product of claim 84, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis of demographic data stored in said personal page database.

92. The computer program product of claim 84, wherein said step of determining purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of purchase incentives by a consumer.

3493. (Amended) The computer program product of claim <sup>27</sup>84, wherein said step of determining said purchase incentive comprises determining said purchase incentive on a basis a frequency of usage of said personal web page by a consumer.

94. The computer program product of claim 84, wherein said computer network comprises one of an intranet and the Internet.

95-125. Canceled.

40126. (Amended) A computer implemented method for generating a web page, said method comprising the steps of:

transmitting a prompt for personal information from a main computer to a personal computer over a computer network;

transmitting personal information data from said personal computer to said main computer over said computer network in response to said prompt;

generating page data defining a web page based upon said personal information data;  
assigning a web page address to said web page based upon said personal information data; [A method according to claim 121 further comprising the steps of:]

storing in a purchase history database data identifying products purchased in association with said identity code;

determining a purchase incentive depending on said data stored in said purchase history database in association with said identity code; and

changing said page data so that said web page having said web page address displays said purchase incentive.

41 127. A computer implemented method for generating a web page, said method comprising the steps of:

transmitting a prompt for personal information from a main computer to a personal computer over a computer network;

transmitting personal information data from said personal computer to said main computer over said computer network in response to said prompt;

generating page data defining a web page based upon said personal information data;  
assigning a web page address to said web page based upon said personal information data; [(New) A method according to claim 121 further comprising the steps of:]

determining a purchase incentive depending on said personal information; and  
changing said page data so that said web page having said web page address displays said purchase incentive.

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128-~~129~~. Canceled.--

Please add the following new dependent claims 130-135.

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<sup>12</sup> ~~12~~ --130. (NEW) A method according to claim ~~32~~<sup>1</sup>, wherein said step of assigning a web page address comprises assigning a web page address based upon said identity code.

<sup>13</sup> 131. (NEW) A method according to claim ~~32~~<sup>1</sup> further comprising the step of transmitting data defining said personal web page to said personal computer.

<sup>25</sup> 132. (NEW) A system according to claim ~~58~~<sup>14</sup> wherein said main computer is configured to assign a web page address to said personal web page based upon said identity code.